


STANDARD TEMPLATE OF FACULTY PROFILE FOR UPLOADING OF UNIVERSITY WEBSITE

| | | | | | | |
|----------------------------------|-----|--|--|-----------|----------|---|
| Title | Dr. | First Name | Durgesh | Last Name | Tripathi |  |
| Designation | | Assistant Professor | | | | |
| School /Dept. Name | | University School of Mass Communication | | | | |
| Address: | | FR-1, University School of Mass Communication, GGSIPU, Sector-16 C, Dwarka, New Delhi -110078 | | | | |
| Phone No. | | Office | 011 25302348 | | | |
| | | Residence | (optional) | | | |
| | | Mobile | (optional) | | | |
| Email | | 1. drdurgeshtripathi@ipu.ac.in | 2. | | | |
| Web Page (if any) | | 1. https://ipu-in.academia.edu/DrDurgeshTripathi 2. https://www.linkedin.com/in/durgesh-tripathi-ph-d06536a3b 3. https://vidwan.inflibnet.ac.in/profile/172273 4. https://www.researchgate.net/profile/Durgesh_Tripathi8 | | | | |
| Subjects Taught | | Smartphone Communication Technology, Internet Advertising and Public Relations, Mobile and Visual Communication, Research Methodology, Communication Research, Digital Marketing | | | | |
| Areas of Interest/Specialization | | Media and Youth, Digital Participation, Media Literacy, Digital Divide, Political Participation | | | | |
| Experience (in years) | | Total | 20+ | | | |
| | | Industry | 3 | | | |
| | | Teaching | 19 | | | |
| | | Research | 14 | | | |
| Educational Qualifications | | UG | D. H. Tech (Textile Technology), IIHT, Ministry of Textiles, Government of India | | | |
| | | PG | MJMC- Mahatma Gandhi Kashi Vidyapeeth, Varanasi (1998) | | | |
| | | Doctorate | Ph.D. (Journalism) - Mahatma Gandhi Kashi Vidyapeeth, Varanasi (2002) | | | |
| | | Any other | Post-Doctoral Fellowship from Indian Council of Social Science Research (ICSSR), New Delhi | | | |

| | (2015-2017) |
|--|--|
| Research Publications in Journals (last 5 years) | <ol style="list-style-type: none"> 1. Tripathi, D. and Singh, N. V. (2017). Media, Cultural Marginality and Cultural Citizenship, International Journal of Communication Development, Vol.18, Pg. 38-49, ISSN 2231-2498 (UGC Enlisted Journal) 2. Sachdeva, P. and Tripathi D. (2018). Gender Gaps in Digital Era, EDU World, Vol 12, Issue 3, ISSN - 2319-7129 (UGC Enlisted Journal) 3. Tripathi, D. and Sachdeva, P. (2019). Is Fake News and Veracity Intermingled: Perilous effect of social media fake news on Indian societies, International Journal of Communication Development, Vol.9, Issue 3-4, Pg. 68-78, ISSN 2231-2498 (UGC Enlisted Journal) 4. Tripathi, D. and Sachdeva, P. (2019). A Critical Education for 21st Century: A study on Youth and Media Literacy, Journal of Content, Community & Communication, Vol. 10, Pg. 64-72, ISSN: 2395 7514 (SCOPUS Indexed Journal) 5. Tripathi, D. and Singh, N. V. (2019). Revisiting the Knowledge Gap Theory: Dynamism and Risks of AI in Adaptive Learning, Media Watch, Vol. 1 (SCOPUS Indexed Journal) |

| | |
|--|---|
| <p>Papers Published in Conference Proceedings (last 5 years)</p> | |
| <p>Books Authored/Book Volume Chapters</p> | <p>Books Published:</p> <ol style="list-style-type: none"> 1. Book titled 'Advertising and Youth' (2016) published with financial support of Indian Council of Social Science Research (ICSSR), New Delhi by Manak Publications Pvt Ltd, India & USA ISBN-13: 978- 9378314223 2. Book titled 'Media and Youth' (2016), published with financial support of Indian Council of Social Science Research (ICSSR), New Delhi by Manak Publications Pvt Ltd, India & USA ISBN-13: 978-93783142304. 3. Book titled 'Rethinking Media and Socio-Cultural Change: India and the Globe in Times of Pandemic' (2021) published by HP Hamilton Limited, London, United Kingdom. ISBN: 978-1913936204 <p>Book Chapters Published</p> <ol style="list-style-type: none"> 1. Contributed a chapter titled 'The impact of Social-networking sites on Electoral Politics in India' in the book Global Perspectives on Media, Politics, Immigration, Advertising and Social Networking published by Cambridge Scholars Publishing (2019), ISBN 1-5275-3663-7 2. Contributed a chapter titled 'Cultural trends and consumption: Indian youth in digital world' in the book Communication in Digital Age published by IMS, Utkal University, Odisha, ISBN: 978--93-5391-046-4 3. Contributed a chapter titled 'Mass communication research: principles and process' (2020) for IGNOU's course material for Master of Art's in Journalism and Mass Communication. 4. Contributed a chapter titled 'Government media organisations' (2020) for IGNOU's course material for Master of Art's in Journalism and Mass Communication. 5. Contributed a chapter titled 'Can Open Education Resources ensure Equitable and Inclusive Education for all as envisioned by SDG4 in a pandemic hit world? in the book Sustainable Development Goals, Tradepreneur Global Academic Platform, UK, First Edition, Pg. 132-145; ISBN No. 978-93-5473-218-8 |

| | | | | |
|--------------------|---------------|--|---------|-----------|
| | | | | |
| No. of Conferences | National | Attended | | Organized |
| | | 9 | | 6 |
| | International | 15 | | 1 |
| Research Guidance | Awarded | PG | M. Phil | Doctorate |
| | | 214 | 0 | 1 |
| | Undergoing | 18 | 0 | 4 |
| Research Projects | Completed | <p>6</p> <p>1. Successfully completed UGC Major Research Project and submitted to University Grants Commission (UGC), New Delhi. It was titled Advertising and Youth (Comparative Analysis of Impact on Youth of Metro and Remote Area) (2009-12)</p> <p>2. Mentored Rajat Jayanti Vigyan Sancharak Fellowship of Department of Science and Technology, Ministry of Science and Technology, Government of India, New Delhi (2013) It was titled Popularising Science among Youth of Jammu and Kashmir.</p> <p>3. Successfully completed ICSSR Major Research Project and submitted to Indian Council of Social Science</p> | | |

| | | |
|--|--|---|
| | | <p>Research (ICSSR), New Delhi. (2012-2014)</p> <p>4. Successfully completed UGC Major Research Project and submitted to University Grants Commission (UGC), New Delhi. (2013-2015) It was titled Media and Youth (A Comparative Analysis of new media preference of youth in Metro and Remote Area).</p> <p>5. Co-Principal Investigator of 'Media and Communication Studies', a project of e-PG Pathshala, a UGC-INFLIBNET initiative under National Mission in Education through ICT- Ministry of Human Resource Development, from 2016 onwards.</p> <p>6. Course Coordinator for MOOCs paper "Society and Media" an initiative by University Grants Commission (UGC) under SWAYAM on Open Education Resources (National Mission in Education through ICT-MHRD initiative) from 2018 while the course was launched in the year 2019.</p> |
|--|--|---|

| | | |
|------------------------------------|---|--|
| | | It was a four-credit course and more than 1200 students from the renowned universities in India participated in the course. The course was based on Choice Based Credit System (CBCS). |
| | Undergoing | 1 Honourable selection committee of ICSSR has selected Dr. Tripathi as the Principal Investigator for the project titled 'Open Education Resources and Impact Analysis: Study of Adaptive Learning Models Among Youth in Delhi.' The project is duly sponsored by Indian Council of Social Science Research (ICSSR), Ministry of Education, Government of India, New Delhi. |
| Awards & Distinctions | Recipient of prestigious Bharatendu Harishchandra Award (Ministry of Information and Broadcasting, Govt. of India) for his academic contribution | |
| Administrative Assignments Handled | <ol style="list-style-type: none"> 1. Coordinator for MOOCs-Cell of Guru Gobind Singh Indraprastha University 2. Programme Officer National Service Scheme (NSS)- Unit B. As the Programme Officer, he organized the seminars on Road Safety and sensitization programme on the new Samaritan Law in India. 3. Member of University Information Resource Centre (UIRC) (Library) Committee 4. Member of School Research Committee for University School of Mass Communication. 5. Member of CRCC of Centre for Disaster Management, GGSIPU | |

| | |
|---|---|
| | <p>6. Convenor Joint Assessment Committee</p> <p>7. Convenor Academic Audit of University School of Mass Communication</p> <p>8. Examination: Deputy Superintendent: Conduct and Examination</p> <p>9. Member CET</p> <p>10. Member IQAC and NAAC</p> <p>11. Committee Member of Directorate of Student's Welfare (DSW) since 2008</p> <p>12. Member of Anti Ragging Committee</p> <p>13. Successfully fulfilled duties in various capacities for Guru Gobind Singh Indraprastha University Annual Sports Committee</p> <p>14. Member of Organizing Team for University School of Mass Communication Media Festival titled 'Mediaakash'</p> <p>15. Successfully fulfilled Duties in various capacities for Guru Gobind Singh Indraprastha University Annual Cultural Festival 'Anugoonj'.</p> |
| <p>Association with Professional Bodies</p> | <p>1. Contributed as an Expert for Curriculum Development organized by CEMCA Asia at NIOS, Noida for Sound Designers.</p> <p>2. Contributed as an Expert for Development Journalism Course organized by University of Rajasthan that was sponsored by UNICEF for professional Journalists</p> <p>3. Associated with 45 universities/academic institutions in various capacities as Ph.D. Examiner, Member of Board of Studies, Examiner for Master's Dissertation, Expert for Curriculum Development in Media Studies.</p> <p>4. Life Member –Indian Institute of Public Administration [I.I.P.A.] New Delhi.</p> <p>5. Life Member – Indian Red Cross Society. New Delhi</p> <p>6. Member – Press Club of India, 1, Raisina Road, New Delhi</p> <p>7. Advisory Member - National Advisory Board on Advocacy Communication with Social Mobilisation (ACSM), Ministry of</p> |

| | |
|------------------------|--|
| | <p>Health & Family Welfare, Government of India.</p> <p>8. Served CBFC (Film Censor Board) four times as Advisory Panel Member at Mumbai and Delhi.</p> <p>9. Member of Nehru Memorial and Museum Library, New Delhi.</p> <p>10. Member of Media Advisory Committee, National Institute of Open Schooling, Government of India.</p> <p>11. Chairman of Jury- for the Film Festival titled 'Prakriti' (Human Rights Category) organized by Consortium of Educational Communication, Government of India, New Delhi</p> <p>12. Member -Nomination Committee for the 9th National Science Film Festival of India, Vigyan Prasar, Noida</p> |
| Any other Achievements | <p>1. Designed, Developed and Delivered a new MOOCs course for the SWAYAM Platform, a Ministry of Education, Government of India initiative. The course titled 'Society and Media' was launched in 2019 on the SWAYAM portal. Dr. Tripathi's MOOCs course was chosen by a high-level screening committee formed by University Grants Commission (UGC) and Consortium of Educational Communication (CEC) for the SWAYAM Platform. Dr Tripathi has the distinction of launching the first MOOCs course on behalf of Guru Gobind Singh Indraprastha University, New Delhi. https://onlinecourses.swayam2.ac.in/cec22_ge06/preview</p> <p>2. Dr Tripathi has been the Course Coordinator for the MOOCs course for four consecutive terms in 2019, 2020, 2021 and 2022. It is the first and only Multidisciplinary PG course on the SWAYAM Platform with the Affiliation from Government of NCT of Delhi.</p> <p>3. 'Society and Media' Course is ranked among the 'Top 100 Global Courses' in the 'Best Online Course of All Time' by Class Central, an International Independent MOOCs courses aggregator.</p> <p>4. Dr Tripathi has been the Co-Principal Investigator for the Media and Communication Discipline for e PG Pathshala, an initiative of the MHRD under its National Mission on Education through ICT (NME-ICT) being executed by the University Grants</p> |

Commission, Ministry of Education, Government of India.

5. Dr Tripathi has been the **paper coordinator** for the paper titled '**Youth, Media and Society**' on e PG Pathshala under the subject Media and Communication Studies. e PG Pathshala is India's largest repository of Open Education Resources. Youth, Media and Society comprises of 40 modules which were developed for the Post Graduate level learners.

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdT6JFsJhGEa548CrjfKQ==>

6. Developed **24 Teaching-Learning Material (TLM)** for e-PG Pathshala for '**Youth, Media and Society**' paper on e PG Pathshala.

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=HdT6JFsJhGEa548CrjfKQ==>

7. 10 MOOCs Modules prepared for the MOOCs Course titled '**Print and Broadcast Journalism**' launched in January, 2021 for SWAYAM Platform by ASPEE College of Home Science and Nutrition, Sardarkurshinagar Dantiwada Agriculture University, Banaskantha, Gujarat.

https://onlinecourses.swayam2.ac.in/cec22_ge04/preview

8. Dr. Tripathi has been associated with an international project titled '**The Room Where It Happens**' aimed at imparting Media Literacy Skills to Gen Z. It was a six-month project, funded and supported by the US Embassy and Alumni TIES conducted through the collaboration of students, alumni, experts, trainers and influencers from both India and Greece. (2021)

9. Dr. Tripathi has been an ardent propagator of Online Education and Digital Inclusion in Higher Education Institutions (HEIs) He has conducted **more than 50 workshops for the Capacity Building** of fellow academicians and research scholars. His lectures focusing on 3Ds of Online Education i.e., Design, Development, and Delivery concept of MOOCs in prominent Higher Education Institutions (HEIs) including NAAC, Bangalore; Jawaharlal Nehru University (JNU), New Delhi; University of Delhi, New Delhi; MIT-ADT University, Pune, Online University, Kyrgyzstan; Trinity University of Asia, Philippines; Asian Congress for Media and Communication, New Zealand

among others. (2021)

10. He has also been invited for extension lectures at Shanghai International University, China; Burapha University, Thailand; Hallym University, Seoul, The Republic of South Korea; University of Teknologi Mara, Kuala Lumpur, Malaysia, University of Bonn, Germany. He has also chaired a session at the 4th European International Conference at Antalya, Turkey. Dr. Tripathi presented his understanding of Digital Media, Youth, and Political Participation at the House of Commons (Parliament of Britain, UK). He has presented his understanding at numerous universities across India and abroad including University of Luxembourg, Queen's University, UK, University of Saint Louis, Brussels, Belgium, University of Oregon, USA, University of Liverpool, London, UK, University of York, American University, Washington DC, USA among others.